

# EL PASO HERALD

Established April, 1881. The El Paso Herald includes also, by absorption and succession, The Daily News, The Telegraph, The Telegram, The Tribune, The Graphic, The Sun, The Advertiser, The Independent, The Journal, The Republican, The Bulletin.

MEMBER ASSOCIATED PRESS AND AMER. NEWSP. PUBLISHERS' ASSOC.  
Entered at the El Paso Postoffice for Transmission at Second Class Rates.

Dedicated to the service of the people, that no good cause shall lack a champion, and that evil shall not thrive unopposed.

Business Office: Bell 1115, Auto. 1119.  
Editorial Rooms: Bell 1115, Auto. 1119.  
Society Reporter: Bell 1115, Auto. 1119.  
Advertising Department: Bell 1115, Auto. 1119.

TERMS OF SUBSCRIPTION.  
Daily Herald, per month, 60c; per year, \$7. Weekly Herald, per year, \$1.  
The Daily Herald is delivered by carriers in El Paso, East El Paso, Fort Bliss and Towne, Texas, and Ciudad Juarez, Mexico, at 6c a month.  
A subscriber desiring the address on his paper changed will please state to his communication both the old and the new address.

COMPLAINTS.  
Subscribers failing to get the Herald promptly should call at the office of circulation No. 115 before 6:30 p. m. All complaints will receive prompt attention.

GUARANTEED CIRCULATION.  
The Herald bases all advertising contracts on a guarantee of more than twice the circulation of any other El Paso, Arizona, New Mexico or west Texas paper.  
Daily average 10,000 copies.

The Association of American Advertisers has examined and certified to the circulation of this publication. The detail report of each examination is on file at the New York office of the Association. No other figure of circulation guaranteed.

No. 97 *Telephone* Secretary.

## Sugar Will Advance

LONG with the increase in the price of meats and other household commodities comes the report that sugar will be higher this year than for a long time past. The beet sugar crop is the lightest this year that it has been in many seasons and naturally will cause a shortage throughout the world and a consequent rise in price on the article generally.

Consul general Henry W. Diederich of Antwerp, Belgium, has prepared under date of January 8, the following review of the sugar production of the world for the 1909-10 season:

As usual, various approximate beet sugar crop estimates have been issued from time to time during recent months, by sugar factories and others interested in the production of sugar in Europe. The unusually wet and cold summer had proven very unfavorable to the development of sugar beets in most countries of Europe, but fairer skies in autumn helped considerably to improve both the quality and quantity of beets. However, the sugar contents fell much behind that of last season, amounting in Belgium to only 15 percent, whereas in 1908 they reached the high average of 17 percent.

The season is completely finished in Belgium, and practically so in the other countries, so that only slight variations, one way or the other, in the present approximate estimates of the beet sugar crop, may be looked for when the final actual results are recorded at the end of the year on August 31, 1910. The International Association for Statistics, therefore, after having issued approximate statements of the sugar crop in October and November, has just completed its third and last report, at the end of December, after having made another very careful inquiry, and now publishes the following total results for 1909-10 of the sugar beet fields in Europe:

Country.	Beets. Tons.	Sugar. Tons.	Country.	Beets. Tons.	Sugar. Tons.
Germany	12,846,560	1,985,460	Italy	1,200,000	116,000
Austria	8,100,200	1,259,100	Spain	830,000	99,200
France	6,354,900	897,500	Roumania	203,000	28,000
Russia	6,888,800	1,114,150	Serbia	63,000	8,400
Belgium	1,765,000	240,900	Switzerland	25,000	3,100
Holland	1,291,000	175,500	Bulgaria	28,000	3,300
Sweden	894,350	128,300			
Denmark	488,000	65,000	Total	40,777,870	6,961,010

\*Unofficial estimates of the other beet sugar producing countries in Europe which do not belong to the international association.

It is announced that the production of cane sugar has increased in the past few years, enough to supply the world's demands, but in the case of the present year, with a limited surplus at the end of the season, scarcely enough to keep the world supplied for six weeks.

It also may be interesting to learn the fact that of the average annual world's sugar crop, about two-thirds, or 10,000,000 tons, are used in Europe, the United States, and Canada, while the other third is absorbed by the rest of the world.

El Paso juries are getting difficult.

No wonder the Dalai Lama of Tibet lost his job. His soldiers look like Old Mother Hubbard.

Don't miss the opening chapters of The Herald's new serial story—"The Chorus Lady"—today. It is thrilling, bright and full of interest and animation.

Bring along a dime, get a ticket and see The Herald matinee at the Crawford theater next Wednesday. If you haven't a Herald coupon, it costs you 20 cents. It pays to belong to The Herald family.

Douglas enters today upon the first day of her aviation celebration. Douglas is a live one, every inch of her, and is one of El Paso's most valued young friends. El Paso offers congratulations to the Douglasites on seeing the Man Bird before many of the big cities in the country have such an opportunity.

## Curbing Liquor Violations

THE restrictions about the sale of intoxicating beverages are being drawn tighter all the time. The courts readily recognize the danger of the evil spreading rapidly if not curbed by a strong power and are generally holding valid most of the laws drawn for the regulation of the traffic. In Virginia the supreme court has just ruled on a law passed to prohibit the sale of such stuff as found a sale in El Paso under the names of "Hiawatha Water," "Near Beer," etc., when the law was enforced against saloons keeping open on Sunday. The Virginia court, in handing down a decision in the case holds that, even though the beverage is not intoxicating, the state has a right to regulate its sale, inasmuch as the law is drawn in the interest of curbing the liquor traffic generally.

Virginia has a statute known as the Byrd liquor law, section 231-2 of which purports to regulate and control the sale and distribution of brewery products commonly known as malt beverages, and containing alcohol not in excess of 2-1/4 percent in volume. Defendant in Commonwealth vs. Henry acknowledged violation of this statute and set up a claim of its invalidity as a defense. The supreme judicial court of Virginia, while recognizing that the legislature would have no authority under the guise of police power to prevent the engaging in a business absolutely harmless, says that the courts have gone far in sustaining legislation relative to liquors, and the law here in question is designed to assist in the enforcement of restrictions against the sale of other and stronger beverages, and should be upheld.

Arizona is not going off up to Washington to pick a man for United States senator. It would be a nice compliment to Mr. Hitchcock, who has been a staunch friend of the territory, but Arizona has plenty of material at home.

In appointing Capt. Brookes as adjutant general of the territory, Gov. Mills, of New Mexico, got a good man. Capt. Brookes is a West Pointer and ought to bring up the efficiency of the territorial guard in splendid shape.

It now looks like the work on the Elephant Butte dam could start in a very short time, the condemnation proceedings will soon be over.

The record of building activity as reflected in The Herald's columns today is one of which a city several times the size of El Paso could feel proud. The Herald is putting the facts before the world every day, and the facts are sufficient; they advertise El Paso enough. Misrepresentation is unnecessary.

Sarah Bernhardt is 65 and she looks—well, we prefer not to say, as Sarah might come over here some time—but anyhow, she looks several years younger than her real age. Which shows that Sarah has evidently been careful with her face.

## UNCLE WALT'S Denatured Poem

ONE more week is softly closing, one more week of toil and care; and I'm sitting, gently dozing, in my good old rocking chair, thinking of the week behind me, and the thoughts that through me creep, with their little prods remind me that I'm pretty small and cheap. I've been fussy, mean and cranky, and my heart is full of guile; I denied the kid a "Thanker" when he hoped to earn a smile; I've been finding fault and snarling at my good man, sitting there; if he wasn't just a darling, she would hit me with a chair. I've been growling over my labors, just as though no others toiled; I've been wrangling with my neighbors till they think my brain is spoiled. All my sins are small and futile, all within the law, I vow; but they loom up large and brutal, as I rake them over now. Had I licked some fellow mortal, so that cops would drag me over to the prison's gloomy portal, I'd respect myself the more; but that sort of crime's above me, it's too noble, clean and slick; I have nagged at those who love me, and I need a good swift kick.

Copyright, 1909, by George Matthews Adams.

Over Mason

## LaFollette and Indians; Legislation In Full Dress

Washington, D. C., Feb. 26.—When senator LaFollette came to Washington he was known as an ardent opponent of all machine methods in politics. He was placed, among others, on the Indian affairs committee of the senate, and there he presently found himself rated as the political heir to the most distinguished machine statesman of modern times.

Mr. LaFollette, for want of something to do, took deep interest in all Indian legislation. Washington is always full of Indians when congress is in session; their mission almost universally is to keep the enterprising white man from stealing something from them. It was not long until the Indians discovered that senator LaFollette was their friend. One day a big chief from the southwest went to the Wisconsin man's office.



"Want to see LaFollette," he said to the secretary.  
"All right, John; what do you want?"  
"Me want money, Humph!"  
"But Mr. LaFollette hasn't any money; he can't do anything for you."  
"You want to go to the treasury?"  
"Ugh!"

"Now, John, you can't get any money here. We haven't any. Don't bother Mr. LaFollette about it. Finally he spoke: "Quay," he said. "Quay, he Indian's friend. Quay, he dead now. LaFollette, he just like Quay; he Indian's friend; he not dead; Indian hope him don't die. Indian must see LaFollette."

After three or four Indians had assured him that he was the greatest statesman since Quay and the political heir to the Pennsylvania boss, senator LaFollette would pass.



He got interested enough to find what it all meant.

Mr. Quay, it developed, was a member of an Indian tribe, and has a trace of Indian blood in his veins. He was one of the greatest authorities on Indian lore, languages and legends. He used to go out west occasionally and attend Indian war dances, painting up and dancing as well as the boldest buck in the tribe. Once he went out alone into the Florida everglades and settled an uprising of the Indians when they were threatening to "insurge."

And in all his public dealings, he was always square with the Indians, and insisted that the government must be. He killed more Indian steals than all the other men who were in congress in his time. His love and weakness for the Indians was a dominant trait of his character.

And that was why the Indians came to

that it would conserve a good deal of time, give the early part of the day for the senator to attend to correspondence, committee meetings and the like, and would make more effective debate possible.

The idea has taken so well, as senators have talked it over, that the rules committee is now reported likely to report the resolution. A canvass of the senate is on foot, with the view to learning certainly whether the resolution would pass.

Apocryphal of this inquiry, several serious questions have been raised: Will it be good form for senators to come for the night session in evening clothes?

Maybe it will, but one new senator from the west almost lost standing with his constituents two years ago because it was reported in the press that he appeared at a night session in a spike-tailed coat. Some effective work must be done before that sort of chaos can be taken regularly.

Then, again, there is the question of whether the senatorial elders can be expected to attend the meetings. The senate includes a big proportion of the very young men, and they don't fancy night sessions.

The younger men don't object; they rather like the notion. But the elders, and the society set, are opposed.

"It will ruin dinner giving in this town," moaned one hostess who has been highly successful with the lions of the political set. "They just mustn't do it."

And there it stands. Will the elders and hostesses win? It is beginning to loom as a very serious social issue in Washington.

## STRAIGHT TALKS WITH BOYS AND MEN BY DR. MADISON C. PETERS. POWER OF PERSONALITY

EMERSON says: "Give a boy dress and accomplishments and you give him the master of palaces wherever he goes. He has not the trouble to earn or own them; they solicit him to enter and possess."

Good manners go farther than letters of recommendation, like the gold standard they are current the world around. Lord Chesterfield well knew the truth of the proverb that "Manners make the man." He wrote to his son: "All your Greek can never advance you, but your manners, if good, may."

The gruff man, however, capable, repels, while the man with a pleasing dress, fresh up with new ties and a quote Chesterfield again: "Oh your mind and your manners to give them the necessary suppleness and flexibility—strength alone will not do so."

Courteous Manners.  
Aaron Burr lost the presidency by one vote, but he became vice president, outdistancing men of twice his character and ability, owing to his suave and courteous manners, his polished bearing and magnetic personality.

Josephine's fascinating manners did more for Napoleon than any dozen of his loyal adherents.

The art of pleasing is synonymous with the art of rising in the world. Of course, there are notable exceptions to the rule that a pleasing personality brings success. Michael Angelo was a cold and forbidding man, and though the people admired his works they cared little for him.

Columbus was social, and to his tactful disposition may be attributed the mutiny of his crew, which with difficulty was allayed on his voyage of discovery to the new world. Dante was never invited to dinner in his life; he was never welcomed at any fireside.

The "I don't know," "I don't care,"

## The Commercial Traveler

By  
Frederic  
J. Haskin

MODERN METHODS OF BUSINESS GETTING.

THE traveling salesman of the country are deeply interested in the forthcoming census. Ten years ago Uncle Sam counted 9,000 of them, but they declared that his count was not in accordance with their statistics. They think that if all of them had been counted, those who so-called sales for the buyer as well as those who act for the seller, the count would have shown more than a quarter million.

There are two organizations of drummers which are national in their scope. One is the Travelers' Protective Association, known as the T. P. A. It has a membership of about 37,000. The other is the Order of United Commercial Travelers. Its membership list amounts to about 46,000. Each of these organizations have liberal benevolent features.

### Business Getters.

Modern methods of business-getting are planned as carefully as a military campaign. Not long ago a typewriter manufacturer received an inquiry from prospective buyers 100 miles away. Within 24 hours, although there was not a branch house within 100 miles, a representative of that manufacturer had called on the prospective customer and sold him a machine.

How all this could be done with such dispatch becomes clear when one looks into that manufacturer's system. For each state he has a large map mounted so that he can stick thumb-tacks into it. These tacks represent all the colors of the rainbow, and they are connected with strings as varicolored. One kind of tack represents his salesmen in that territory. Another tack represents the rival salesman. Still another tack represents the customer who is to be secured in a given town, and so on. The strings also tell their story by their colors—how the salesman is reached, how soon he can get to a given point, and a dozen other things.

On the whole, that map and its equipment tell the home office everything that is essential for it to know in directing a selling campaign, and its representatives have a decided advantage over their competitors on account of it.

### Traveling Expenses Increase.

All large houses now keep systematic tab on their traveling men. They are always in telegraphic communication with the fellow who goes off on a three days' spree may be sure his sins will find him out.

The expenses of a traveling man always have been none too low, and yet it is estimated that during the past 10 years they have increased at least 40 percent. In fact every kind of selling expense from the manufacturer to the consumer has increased, and when one comes to read the literature of trade he cannot but be impressed with the added cost of cost between the manufacturer and the consumer.

Recently a man bought a certain machine for \$180. Not long thereafter he saw an account of a suit brought against the manufacturer of the machine, and the testimony showed that the actual manufacturer's cost was only \$58.48. He was surprised and shocked, thinking he had paid just about twice as much as he ought.

However, a committee of writers who are an authority on costs, says this represents about the true condition of everything except certain staples.

The price the consumer pays for most things is made up of one-third for the manufacturer's cost, one-third for profits and accounting, and the other third for selling expenses. In making up the charge of selling expenses against the drummers, not only must their expenses when selling to the customers be added to the price, but the cost of calls that were failures also must be added.

### International Drummers.

Germany is now leading the world in the matter of international drummers. It educates them as we educate lawyers and doctors. It maintains schools which have worked wonders in turning out salesmen who have gone into every kind of trade and into all the various kinds of other nations. To its schools for international salesmen, more than to any other one thing, Germany owes the rapid rise it has had in the commercial world. Trade that its merchants might never have dreamed about a decade ago is now theirs, and England is alarmed because it has to stand back and see Germany effect sales where Britannia was formerly supreme.

The United States has made great strides in the export of its goods, but things it exports are not the ones which represent the most clear profit. America is lagging today because it does not put as many international drummers on the road as England and Germany. Furthermore, the United States is still a dull pupil in learning to give the prospective foreign buyer exactly what he wants. That's a lesson learned in the A B C classes of the German drummer school.

The international drummer is the world's greatest influence for international peace. As he carries lines of commerce into the most distant countries, anchoring one end there and the other at home, he binds the thoughts of nations upon the irrepressible lines that would follow severed trade relations. The voice of commerce always is raised against war, except as the last possible resort to redress grievances of the most serious nature.

### Use Safety Razors.

The drummers of the country are de-

claring their independence of the barber shop. The tip has almost become a demand of the hotel barber, and this levy has pressed hard upon the drummer who always must be well-shaved. The safety razor has been a godsend to him.

A certain commercial traveler who wanted to find out just how matters were drifting, undertook to inquire of all the knights of the grip he met whether they were shaved by a barber or whether they used a safety razor. Nearly 75 percent of them, according to his carefully tabulated returns, have taken to the safety to get away from the tips. The journals devoted to the interests of the drummers advise the barbers to put an end to the acceptance of tips. They say that this would result in the drummers giving up their safety razors.

A new account keeper in the shape of a cashewer is being carried by some traveling salesman. It is a arrangement not different to a stem-winding watch, with one hand for dollars and another for cents. A turn of the stem registers the amount spent and saves all need of a pencil or a memorandum pad.

Want Clean Sheets.

The commercial travelers of Virginia are behind a clean-sheet bill now before the legislature of that state. The bill provides that each bed in every hostelry shall be supplied with clean pillow slips and sheets before being used by a second guest. The lower sheet shall completely cover the mattress, and the upper one shall be of equal width and not less than 50 inches long. Roller towels are forbidden as unsanitary, and the sheets and pillow slips shall be of white cotton or linen.

Oklahoma has a nine-foot sheet law, but the salesmen who travel there are complaining that it is not being enforced as rigidly as it should be.

Simon Hartman, a well known commercial traveler, recently was held up in a wreck at Fort Pleasant. He got off of the train to get supper, and afterward bought a 15-cent novel with which to while away the time. To settle a wager he presented a claim for \$40 to the B. & O. railroad for his expenses caused by the delay of the train. To his surprise, the bill was paid at once, and to settle the wager cost him more than the value of his claim.

The question whether a railroad can compel a passenger to get a trip ticket on his mileage is to be decided by the courts at the instance of a drummer. James W. Toney had a mileage book, and when he went to take an Atlantic coast train the agent did not have time to "pull it." He boarded the train and tendered his mileage book to the conductor, who refused to accept it for passage. Toney refused to pay a cash fare and was forcibly ejected. He has instituted suit for \$2000 damages. The case will be contested by the railroad.

The world of traveling salesmen has some peculiar characters, and many interesting things are connected with their work. A man who travels for a New York house carries 54 trunks with him, and is often forced to charter a private baggage car to carry them.

Another New Yorker has a peculiar way of identifying himself when he wants a check cashed. He has his name tattooed upon his breast and uses that as his identification card.

Another carries a business card as small as a street car ticket, and at the top he asks the recipient to keep it until it grows.

It is said that there is only one full-fledged Chinese drummer traveling for an American business house. He is C. Dick, and sells Japanese goods, some of which are made in Germany.

There are some hundred women commercial travelers, but it is recorded that Miss Mary E. Nolan was the first woman who ever girdled the globe in quest of business.

## LETTERS To the HERALD

(All communications must bear the signature of the writer, but the name will not be published where such request is made.)

### HUSBANDS AND KENOS.

Editor El Paso Herald:  
I have decided to ask a question after reading about the teachers. Is it any worse for the teachers to play keno than it is for a child's parent? Many a poor woman sits here in El Paso and cannot get the grocery bill for that game called keno. I am one and my husband works all the time, but all the spare money goes for keno, so I have to pay what I can and tell a story to the grocery man. If I am honest to tell him that my husband lost the rest of the money at keno. But that is the truth of it, and I am not by myself. There is more than one who suffers that way in El Paso.

A Mother.

### HUMANITY TO DOGS.

El Paso, Tex., Feb. 24, 1910.  
Editor El Paso Herald:  
We are going to make an effort once more to interest the people of El Paso in regard to the humane society. It

seems to have dropped almost completely for lack of attention, and even dies from the present membership. As we are threatened soon with the dog catcher, we hope to devise some method of destroying the homeless dogs in a less barbarous and cruel manner. If the same practice is continued this year as previously, we intend, if possible, to stop it, and we are informed that the law does not permit such cruelty and that we will be protected.

The Herald has always given us such splendid articles on the dog question that we are going to ask your assistance in every way until El Paso is rid of this inhuman, shameful treatment of man's best friend—the dog.

For myself and all lovers of animals, we thank The Herald for the stand it has taken for humane treatment to all living things. An editorial on this subject is far reaching and does a world of good, and we will be grateful for your help. Very sincerely,  
Woman Dog Owner.

## Brightside and His Boy.

"The Woman at the Telephone," Their Latest Talsold Sketch.  
By Lafayette Parks.

SEE by the paper that one of our hard working legislators has introduced a bill for cheaper telephones," begins Brightside, as Son enters to engage in the evening's verbal calisthenics.

"Talk is too cheap already," Son replies, with considerable peevishness, "saying seeking a match."

"He seems to think it would be a great convenience for the women folks," continues Father. "He wants an unlimited call for 5 cents."

"If that ever becomes a law there'll be a lot of dames sitting up all night to get their nickel's worth," ejaculates Son.

"I suppose it would be a convenience when it comes to doing their shopping," suggests Father.

"Not for the grocery-keepers. There would be about a million of 'em in padded cells in a week if all the women in New York could talk as long as they



"YOU CAN'T TELL OVER THE TELEPHONE WHETHER AN EGG IS FRESH."

liked for the price of a subway ticket." "The economical wife could save at least 5 cents a day on carfare by telephoning a neighbor that would mean more than \$15," Father says hopefully.

"She'd save a nickel on the 'phone and blow in \$2 on job lots of canned goods to get trading stamps," declares Son. "That's the kind of economy that makes a bit with the skirts."

"Before telephones came in it used to take a woman a good half day to do her marketing. Just think of the time saved, to say nothing of the money," Father exclaims, lost in admiration of the idea.

"Did you ever see a woman give a grocery order over a 'phone? Son queries skeptically. "An industrious hen could go into her nest and lay a dozen eggs while the average woman tells her grocer just what she wants in the hen fruit variety. The poor gink has to give a pedigree of each egg three generations removed from the cold storage plant before the careful housewife will pass on to the next item on her list."

"One has to be very careful these days in buying eggs," Father suggests. "It's like butting into society," comments Son. "You don't know you're in until the shell is broken, and then it's too late. You can't tell over a telephone whether an egg is as fresh as the new mown hay or ripe enough for the vaudeville circuit, no matter what the poor, but honest grocer says. Even an affidavit stating the date of birth and last place of residence, doesn't necessarily guarantee that an egg will prove as welcome as the flowers in May. The official document may merely reveal that the notary in the case had a bad cold when he signed the papers."

"As a social aid the women say the telephone has proved a great boon," remarks Father.

"This where the Butinsky society gets busy," responds Son. "When the little bell tinkles, even the blindest dame will almost turn flipflaps to give an ear on the receiver. It may be only her wash lady, touching her for half a dollar, and the blow falls just the same. If the same dame called at the door, she might stand on the 'Welcome' mat until her toes got frostbitten, and then not get inside for a heart to heart chat. There's nothing to stop 'Gertie, the Beautiful Shikaree Girl,' from telling her life's history to Mrs. Milton Plunkers over the telephone, except hanging up the receiver."

"Truly," the telephone, like charity, hideth a multitude of sins," declares Brightside. "Sure, agrees Son. 'The woman with an ingrowing face and a bell like voice is just as beautiful at the far end of a wire as Broadway's peachiest pippin. That's why it's so popular with the 'Hope on Hope' society.'"

Copyright, 1910, by The New York Evening Telegraph (New York Herald company). All rights reserved.

GET TOGETHER.  
From Santa Fe (N. M.) New Mexican.

Even the brass bands of Santa Fe are getting together. Why can't the business men do the same? What a waste of energy to maintain two commercial organizations!

### A HOT PROPOSITION.

From Houston Post.  
An Eskimo girl has sued a San Francisco man and obtained a heavy judgment against him for breach of promise—El Paso Herald.

### WHAT STYLE LEADS TO.

From Globe (Ariz.) Silver Belt.

Down in El Paso a new telephone style has been announced. Instead of calling one-night-night they call one-eight. Up Globe way, under the old system, the provocation has been so great that even some of the women have formed the habit of saying—oh—well.

(From The Herald of this date, 1906)

# 14 Years Ago Today

TRANSCONTINENTAL HORSEBACK RIDERS STOP IN EL PASO

Felipe Ocasio, formerly in the employ of Goodman in Juarez, was seriously cut last night while on his way home. As he was passing along a dimly lighted street, in the southern part of town, some one jumped out and nearly cut his right ear off with a large butcher knife. His assailant escaped.

Horace B. Stevens, president of the local board of trade, has received a letter from C. N. Polins, president of the St. Louis, Southern and Oklahoma railroad, stating that the company is contemplating building into El Paso.